COMPREHENSIVE SOLDIER FITNESS
STRONG MINDS ★ STRONG BODIES
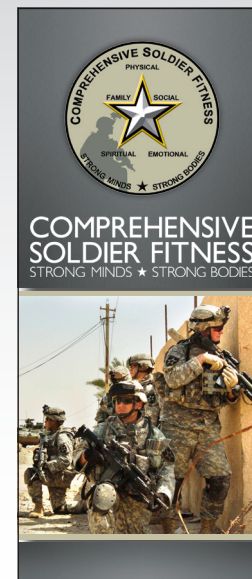
Brand Toolkit - Version 1

Campaign Marks & Logos

Sample Applications

vertical alignment   horizontal alignment

Primary Mark Usage

The Comprehensive Soldier Fitness Seal is the primary brand mark for the CSF campaign. When used on print material, videos, multimedia or web sites that specifically pertain to the campaign, the seal must appear on the dark grey color specified in the color palette (next page).

The seal may also be used on non-campaign related material such as letterhead, Powerpoint presentations or e-mail footers. In this case, the seal can be placed on a white or green background.

Secondary Mark Usage

The secondary brand mark for Comprehensive Soldier Fitness features the campaign slogan, "Strong Minds, Strong Bodies." Similar to the seal, when used on print material, videos, multimedia or web sites, the CSF Slogan mark must appear on dark grey.

Using Brand Marks Together

The primary and secondary brand marks can be used together on campaign products. When used in a vertical alignment, the seal must always appear above the slogan mark. When used in a horizontal alignment, the seal must always appear to the left of the slogan mark.

Color Palette

Sample Applications

dark grey
r:83 g:83 b:83
c:64 m:56 y:56 k:32
#585858

Army yellow
r:252 g:175 b:23
c:0 m:35 y:100 k:0
#FCAF17

beige
r:194 g:193 b:163
c:25 m:18 y:38 k:0
#C2C1A3

Rich Black
r:0 g:0 b:0
c:10 m:10 y:10 k:100
#000000

green
r:137 g:141 b:132
c:38 m:28 y:37 k:20
#898D84

white
r:255 g:255 b:255
c:0 m:0 y:0 k:0
#FFFFFF

beige background

dark grey →
white →
white →
rich black →

Key Program Elements

Global Assessment Tool
(Throughout Soldier Life-Cycle)
• Individualized Training Program
• Link Programs with identified needs, prior
  to "failure"
• Policy to ensure enrollment and completion

Routine Training
• Career Life-Cycle: TRADOC Schools/Centers
• Deployment Life-Cycle: Unit
• Master Resilience Trainers

Standardization
Across Army, ensure metrics available to
track efficiency and penetration (education,
intervention, therapeutic).

Post-Traumatic Growth
• Increase awareness of growth potential
  following adversity
• Provide means to validate growth experience

beige →
green →

*"Being 'Army Strong' is, in fact, being more
than just physically fit."*
BG Rhonda Cornum
Director, Comprehensive Soldier Fitness

green background

← dark grey
← Army yellow
← white

Strong ★ Resilient ★ Trained

*Being Army Strong is about much more
than being physically fit. It is mental and
emotional strength. It is the confidence to
lead. It is the courage to stand up for your
beliefs. It is the compassion to help others.
It is the desire for lifelong learning. It is
the intelligence to make the right decision.
It is making a difference for yourself, your
family, your community and our Nation.*
Army Strong Campaign

*"The vast majority of Soldiers deploying
have a positive growth experience because
they are exposed to something very hard,
very difficult, and they succeed."*
*GEN George W. Casey, Jr.
Chief of Staff of the Army*

← green
← beige

*"Ultimately, Soldier fitness in
the comprehensive sense is, and has
always been, the business of leaders."*
*LTG James D. Thurman
Deputy Chief of Staff, G-3/5/7*

← beige
← dark grey

Approved Colors

The colors approved for the Comprehensive Soldier
Fitness campaign brand are pictured above. Each
color has been broken down into their appropriate
numeric and alpha numeric values, for print
(cmyk), video (rgb) and web (hex) applications.
Please pick the appropriate color value needed for
your specific application.

Graphic Elements

Header & Footer Bar color - dark grey
Background color - green or beige
Photograph Border color - beige

Text Elements

GREEN BACKGROUND
Header text color - Army yellow
Sub-Head text color - white
Body Copy text color - white

BEIGE BACKGROUND
Header text color - white
Sub-Head text color - white
Body Copy text color - rich black

Type Treatment

Sample Applications

Verdana Bold - header & sub-head font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Regular - body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

beige background

header →
sub-head →
body copy →

green background

← header
← body copy

body copy →

← body copy

Approved Fonts

The fonts approved for the CSF campaign are Verdana Regular and Bold. These fonts were chosen for their clarity and the ease of distribution. Verdana comes pre-installed on most computer systems sold today. Arial (regular and bold) may be substituted when Verdana is not available.

Verdana Bold should be used primarily as a header typeface, and Verdana Regular should be used primarily for body copy. When used on a dark background, the type should always be reversed out for legibility.

Font Size

Rule of Thumb: Header font size should be 2 times that of the body copy. Sub-head font size should be 1½ times that of the body copy.

EXAMPLE
Body Copy - 12 pt
Header - (12 x 2) = 24 pt
Sub-Head - (12 x 1.5) = 18 pt

Quick Reference for Text Elements

GREEN BACKGROUND
Header - Verdana Bold
Sub-Head - Verdana Bold
Body Copy - Verdana Regular

BEIGE BACKGROUND
Header - Verdana Bold
Sub-Head - Verdana Bold
Body Copy - Verdana Regular

Examples

Web site Design

Brochure

Banner

Poster